

2010 Census

Goals, Challenges, Partnerships and Timelines



IT'S IN OUR HANDS

Maryland State Data Center

Affiliate Meeting

June 17, 2008

Goals for 2010 Census

- Increase mail response
- Improve overall accuracy and reduce differential undercount (undercount of minority populations traditionally higher than non-minority population)
- Improve cooperation with enumerators

Challenges

- Increased diversity
- Growing concerns about privacy and security
- Immigration debate
- Deepening distrust of government
- Getting the questionnaire returned promptly

Plans for Overcoming Challenges

- Partnership specialists working with communities and Complete Count Committees
- Bilingual census forms delivered to areas with high concentrations of “Spanish Assistance” households
- Census form translated into 5 languages – Spanish, Chinese, Korean, Vietnamese, and Russian

Plans for Overcoming Challenges- cont'd

- Language Assistance Guides available in 50 languages via the internet
- Language Guides in 22 languages available by calling Telephone Questionnaire Assistance line
- 2010 Planning Database with characteristics identifying Hard to Enumerate areas

Be Counted Sites and Questionnaire Assistance Centers

Be Counted Sites
– where people
go to pick up a
form if they feel
they were missed

April and May 2010

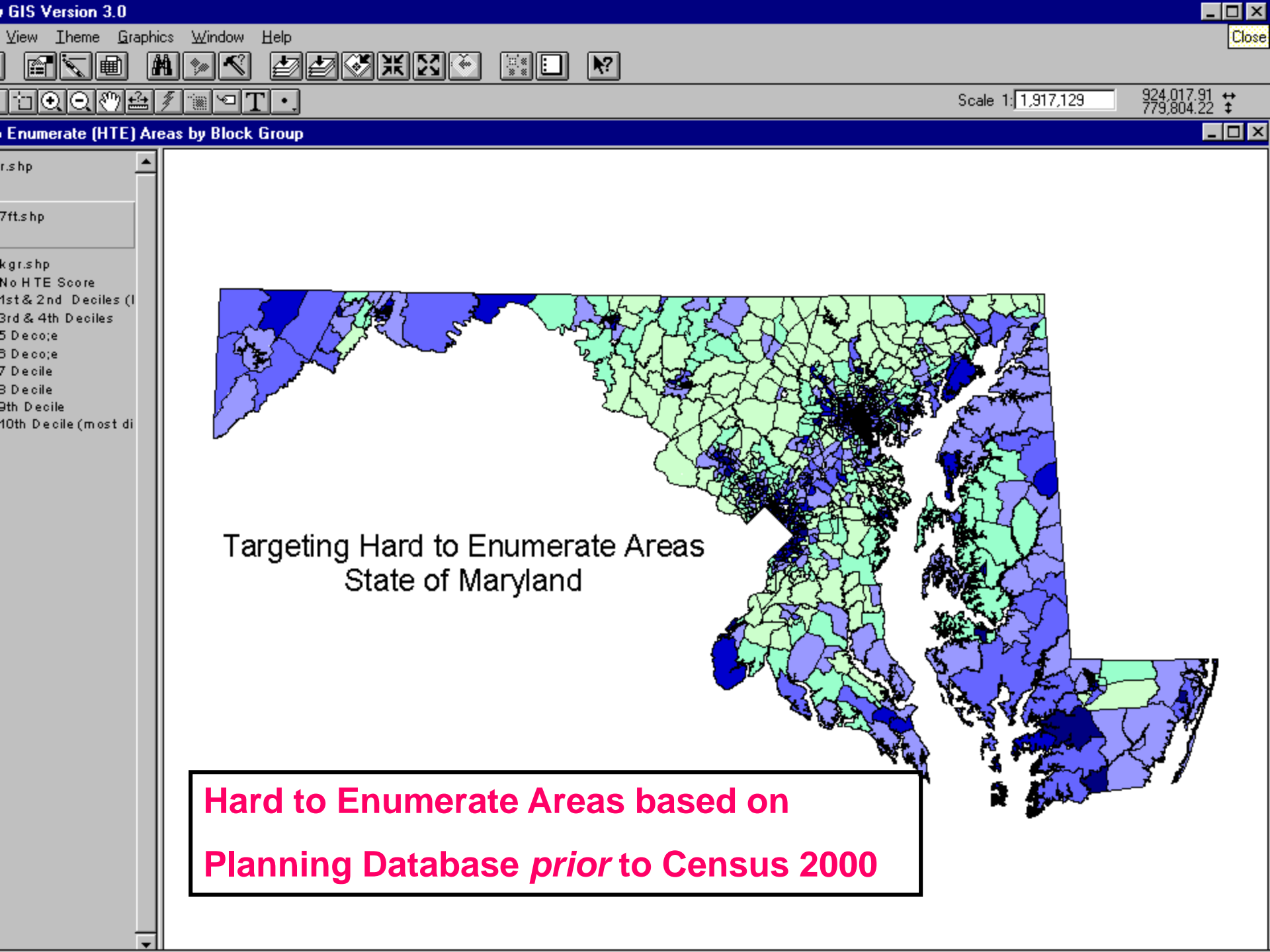
Paid QAC representatives

QACs – locations
where individuals
receive assistance
completing their
questionnaire

**30,000 QACs and 40,000
Be Counted sites in
community locations**

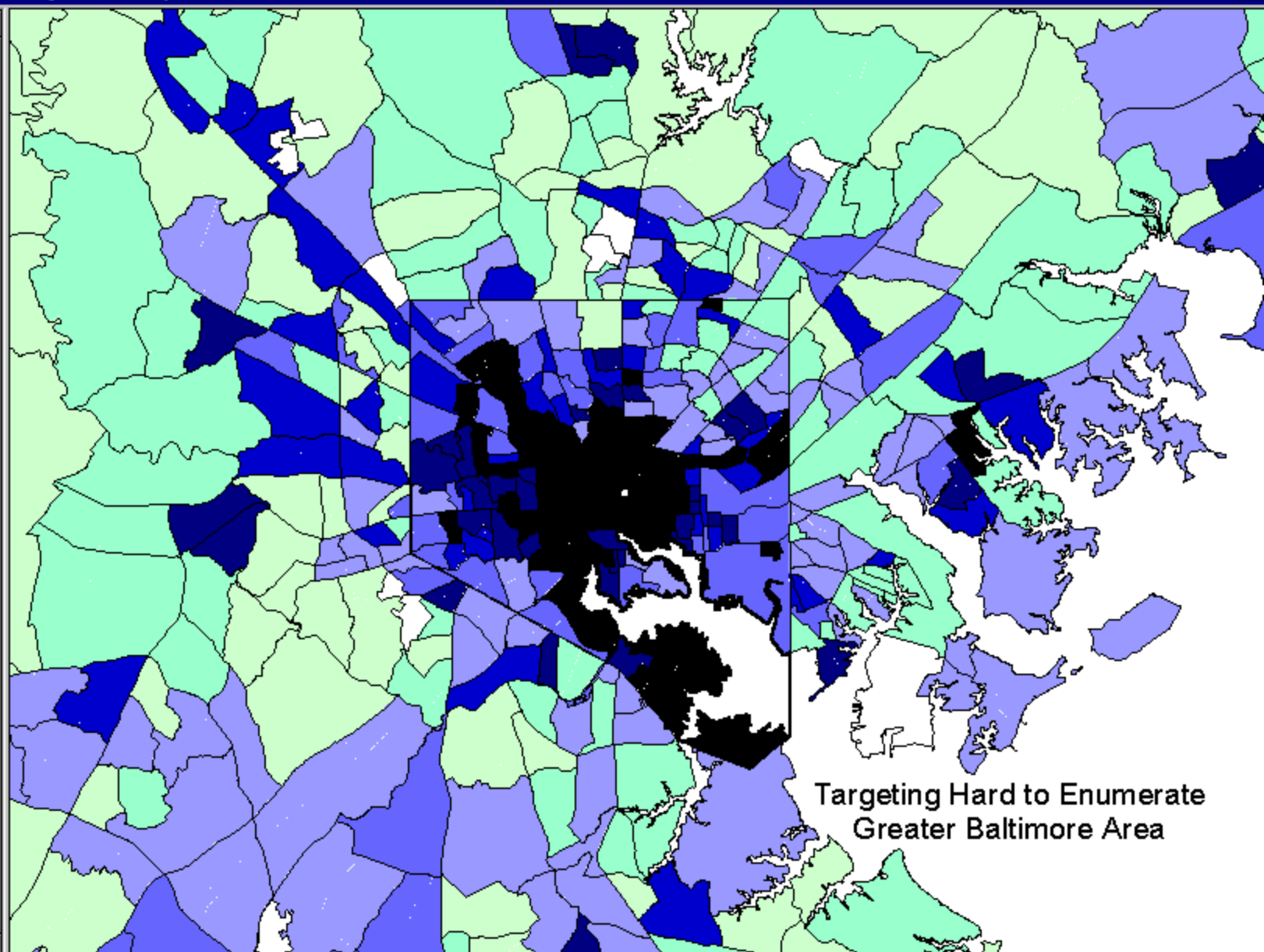
Increasing Awareness in Hard to Enumerate Areas

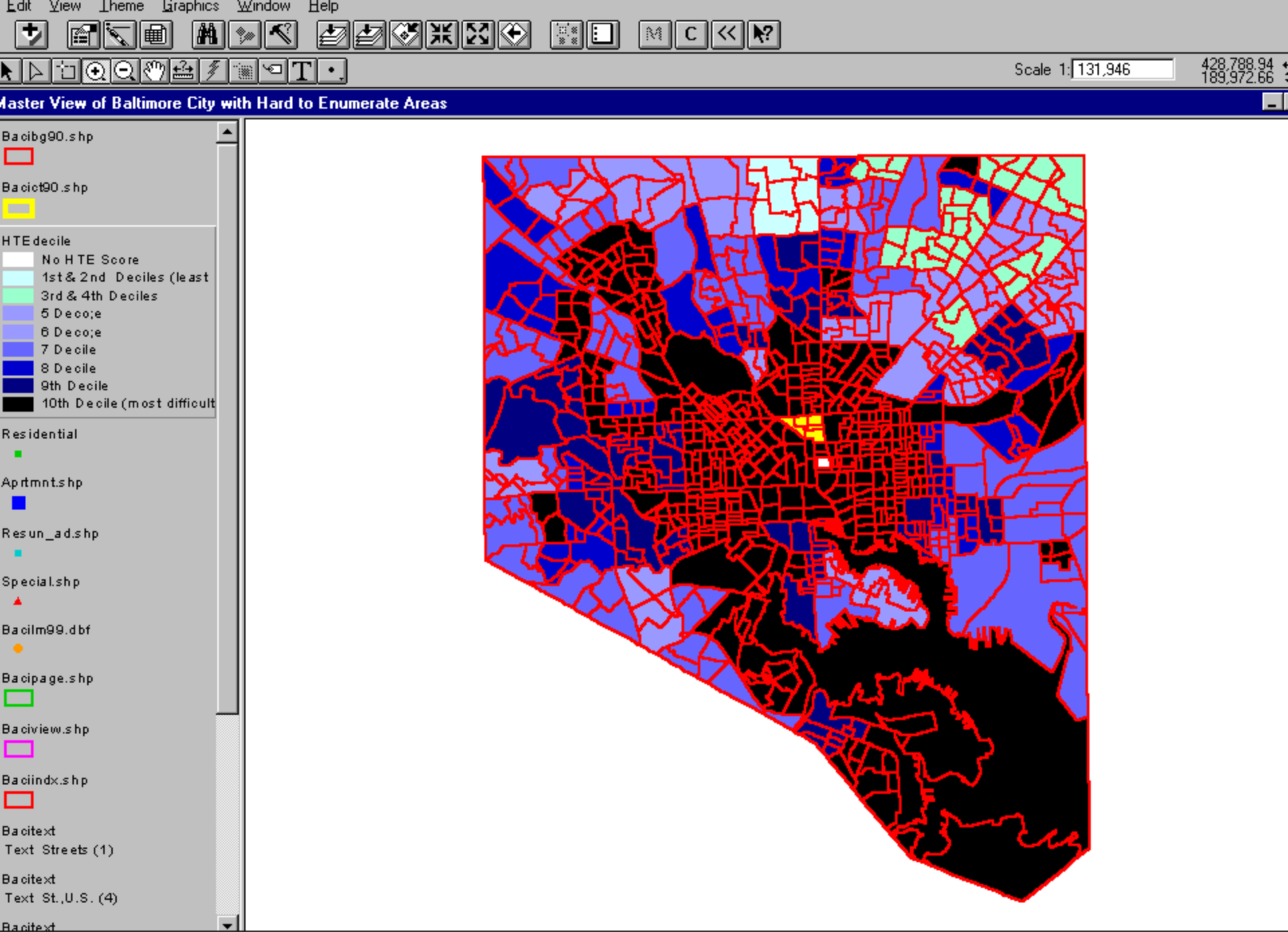
The Census Bureau's 2010
Planning Database can assist
locals in concentrating their efforts



Hard to Enumerate (HTE) Areas by Block Group

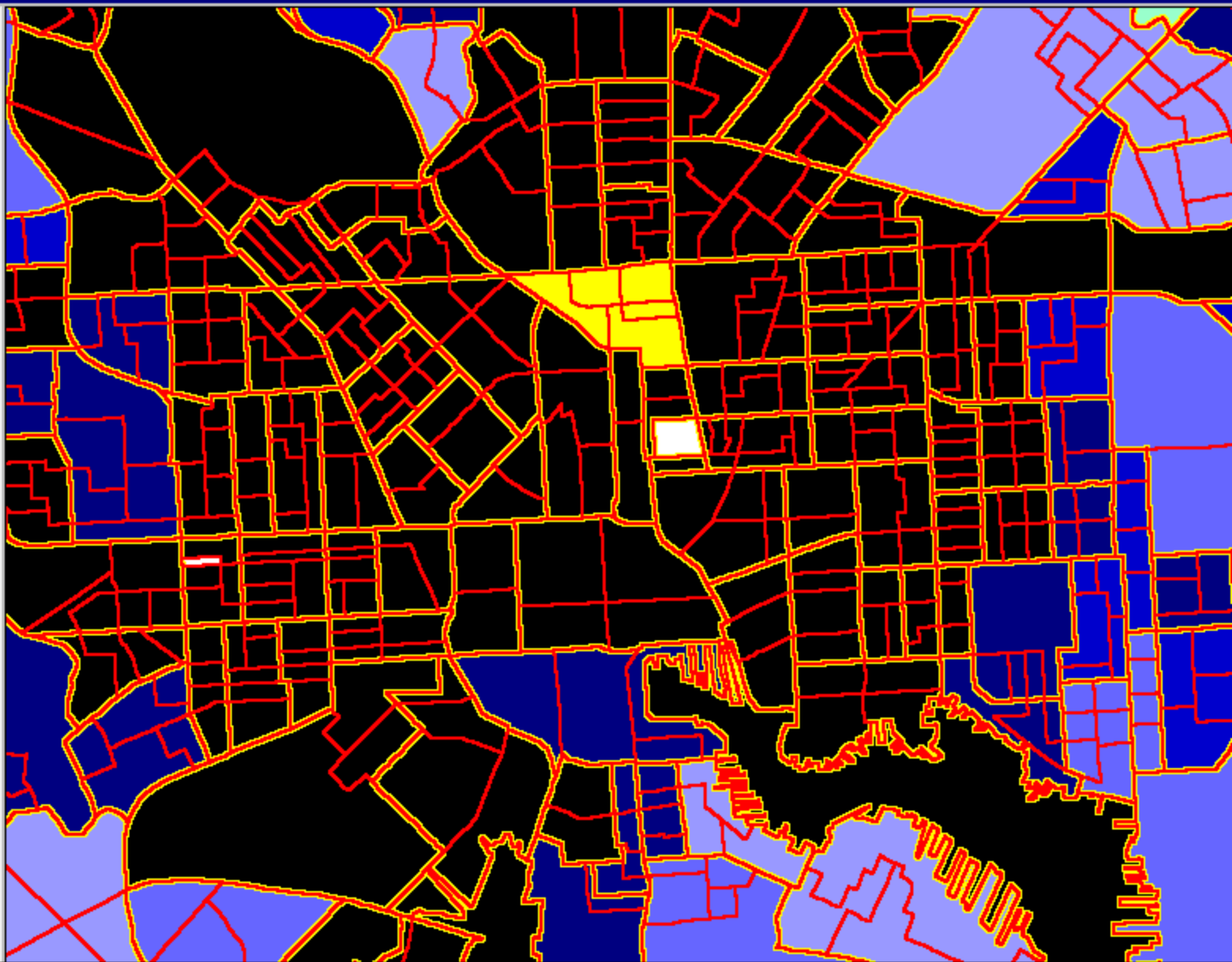
- Harbor.shp
- Mdot27ft.shp
- HTEbkgr.shp
- No HTE Score
 - 1st & 2nd Deciles (1
 - 3rd & 4th Deciles
 - 5 Decile
 - 6 Decile
 - 7 Decile
 - 8 Decile
 - 9th Decile
 - 10th Decile (most di





Master View of Baltimore City with Hard to Enumerate Areas

- Bacibg90.shp
- Baciot90.shp
- HTEdecile
 - No HTE Score
 - 1st & 2nd Deciles (least)
 - 3rd & 4th Deciles
 - 5 Decile
 - 6 Decile
 - 7 Decile
 - 8 Decile
 - 9th Decile
 - 10th Decile (most difficult)
- Residential
- Aptmnt.shp
- Resun_ad.shp
- Special.shp
- Bacilm99.dbf
- Bacipage.shp
- Baciview.shp
- Baciindx.shp
- Bacitext
 - Text Streets (1)
 - Text St., U.S. (4)
 - Bacitext



120500.shp

Bacibg90.shp

Bacict90.shp

Water

HTEdecile

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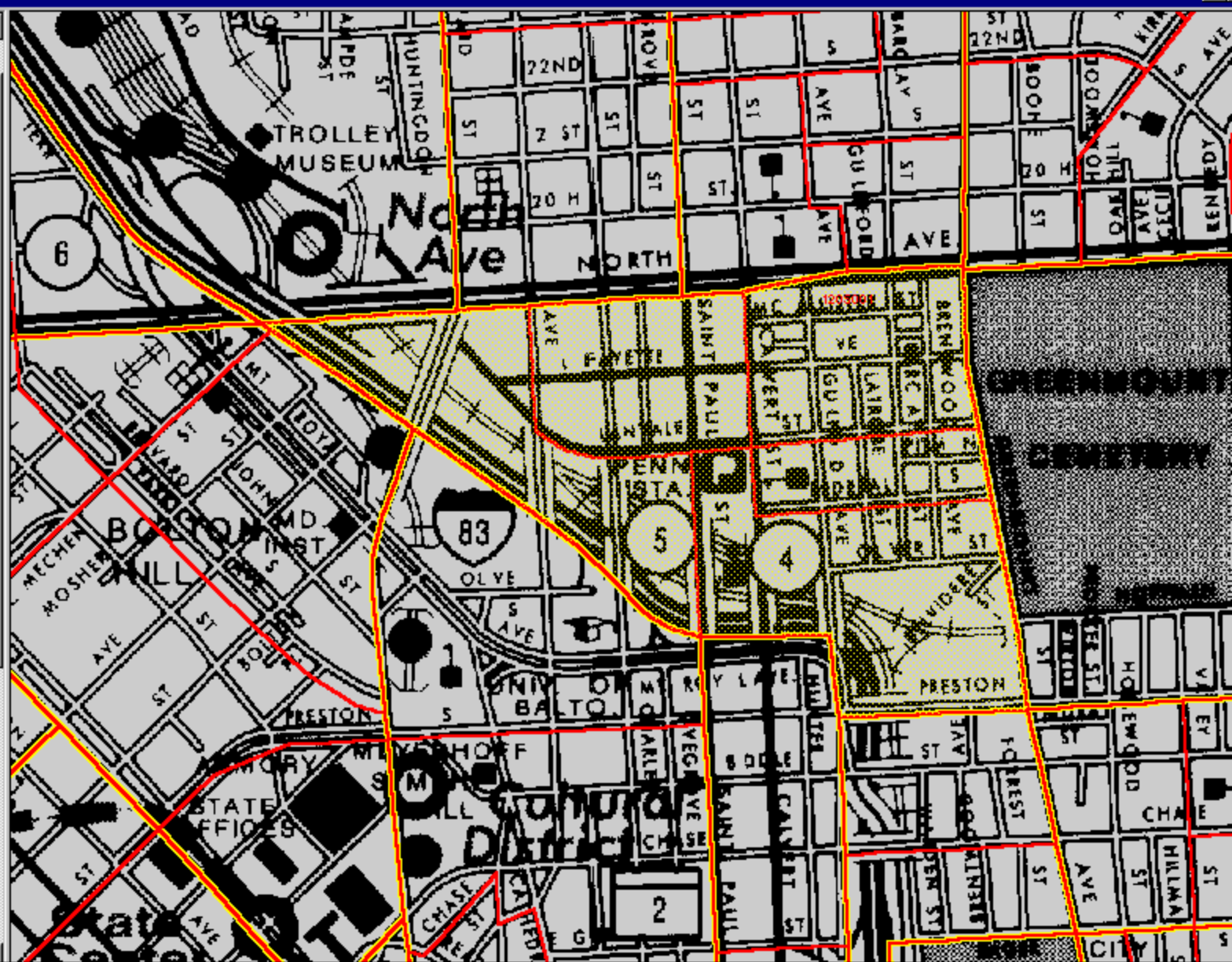
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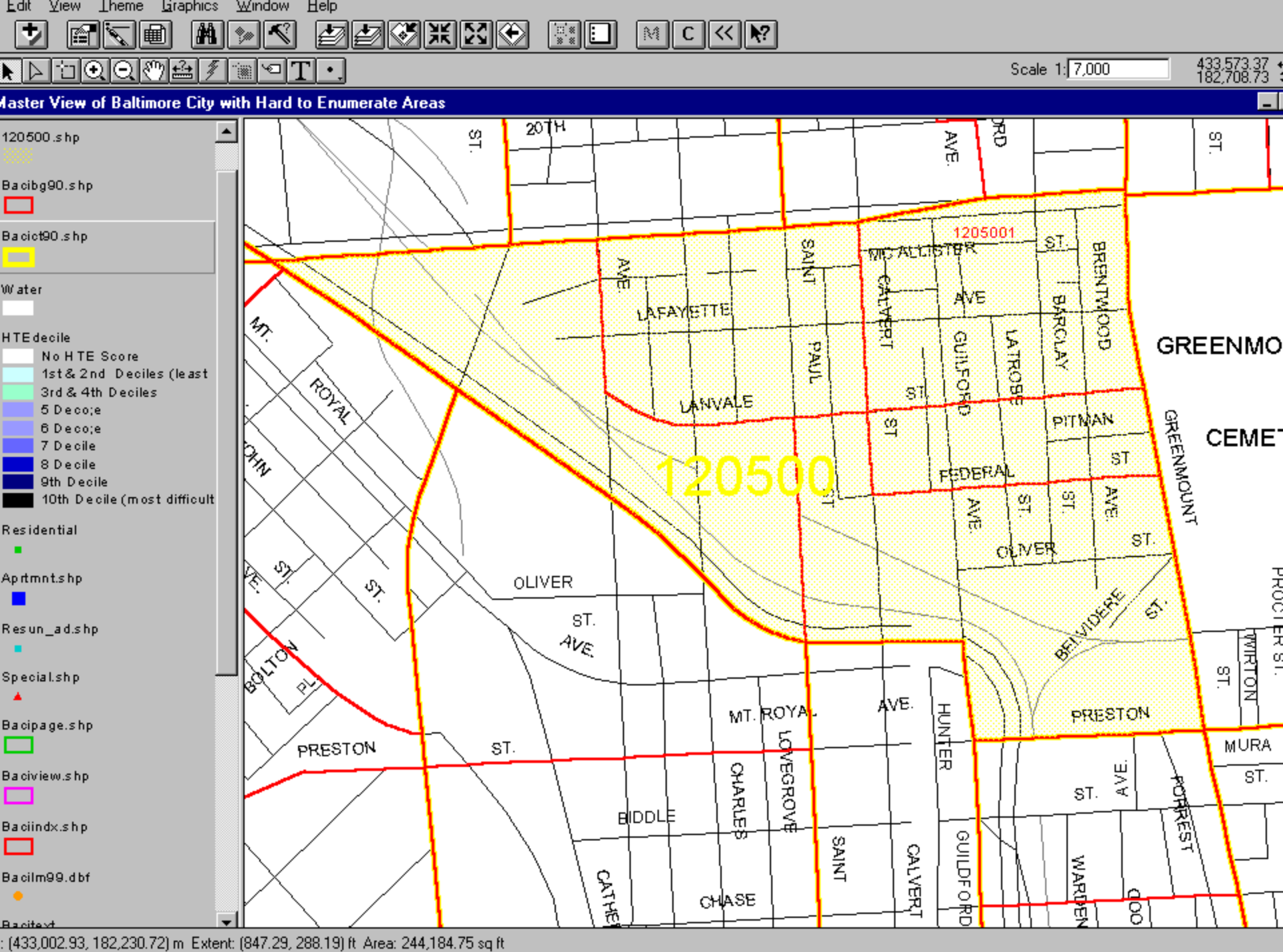
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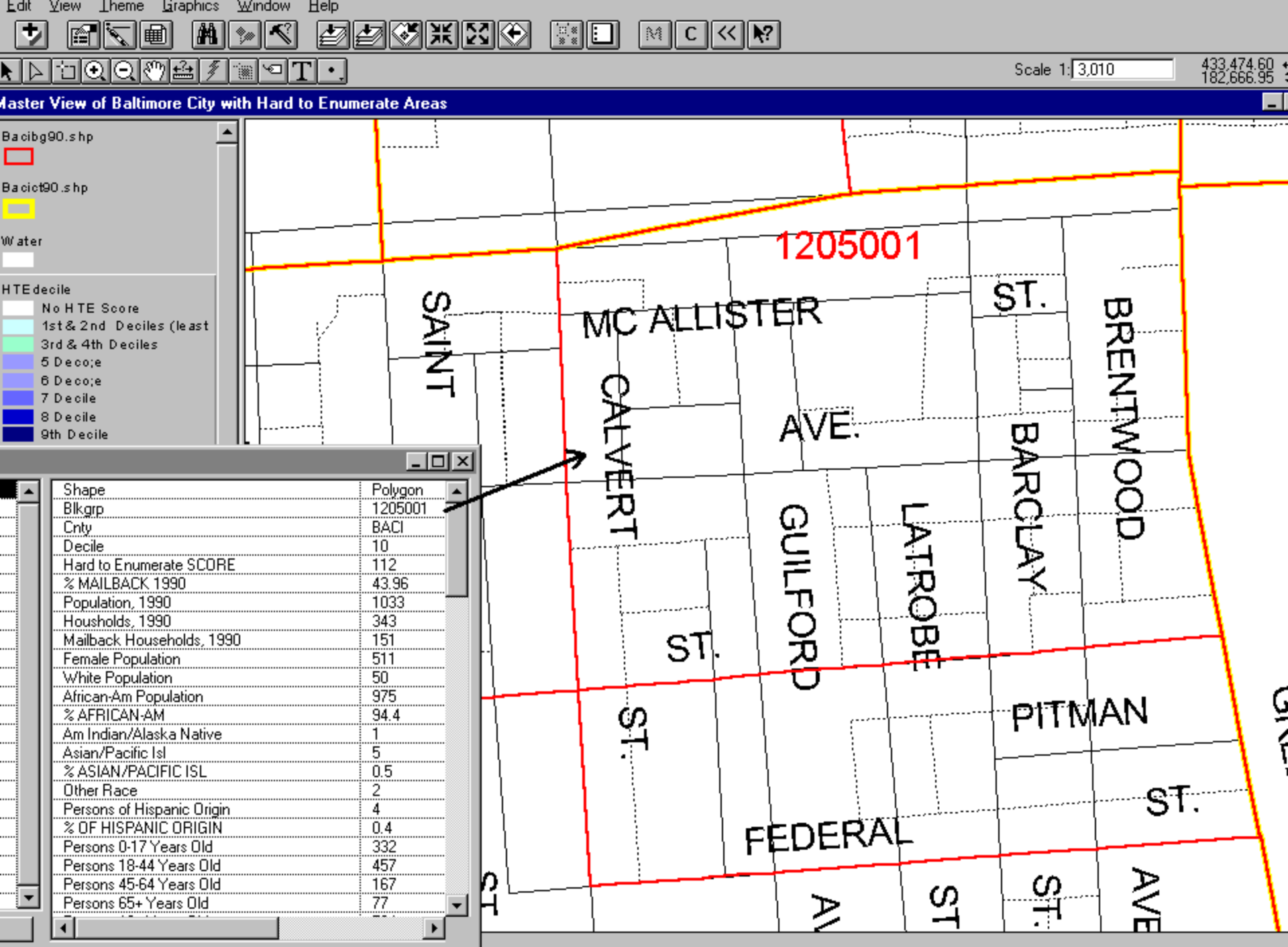
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Bacitext







Master View of Baltimore City with Hard to Enumerate Areas

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Shape	Polygon
Blkgrp	1205001
Cnty	BACI
Decile	10
Hard to Enumerate SCORE	112
% MAILBACK 1990	43.96
Population, 1990	1033
Housholds, 1990	343
Mailback Households, 1990	151
Female Population	511
White Population	50
African-Am Population	975
% AFRICAN-AM	94.4
Am Indian/Alaska Native	1
Asian/Pacific Isl	5
% ASIAN/PACIFIC ISL	0.5
Other Race	2
Persons of Hispanic Origin	4
% OF HISPANIC ORIGIN	0.4
Persons 0-17 Years Old	332
Persons 18-44 Years Old	457
Persons 45-64 Years Old	167
Persons 65+ Years Old	77

Ba cibg90.s hp

Ba cict90.s hp

Water

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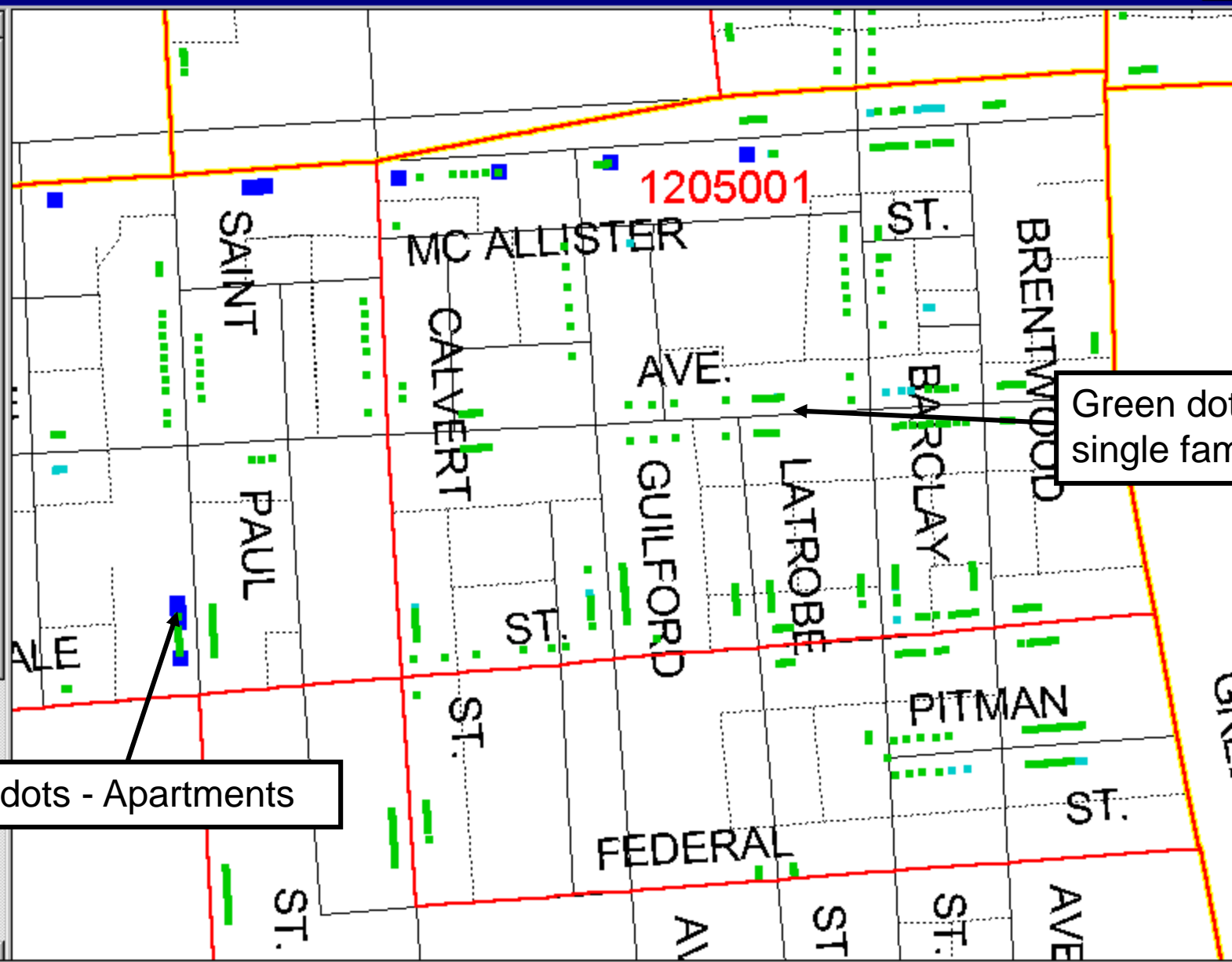
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Ba cite xt

Text Streets (1)

Bacitext

: (433,420.96, 182,588.88) m Extent: (298.83, 87.12) ft Area: 26,035.58 sq ft



Partnerships

- National, State, Local
 - State Data Centers
 - Census Information Centers
 - Complete Count Committees
 - Elected Officials
 - Volunteers, faith based organizations

Public Relations Campaign

Census Bureau

- Drop in articles
- Talking points
- News releases
- Local events/tours
- Outreach items in languages other than English (posters/flyers)
- Promotional items
- TV/Radio/Outdoors advertising

Timeline Questionnaire Delivery

- March 8-19 Advance Letter
- March 15-17 Questionnaire
- March 22-24 Reminder Postcard
- **APRIL 1, 2010 CENSUS DAY**
- April 6 -15 Replacement Questionnaire

What Can We Do To Help?

- Advertise job openings
- Provide space for interviews and testing
- Assist with setting up Complete Count Committees
- In 2010 prior to March put up posters, flyers and other outreach materials promoting the Census
- Provide space for Questionnaire Assistance Centers
- Locals may help to identify census tracts with language assistance problems

Subjects Index

A	B	C	D	E	F	G	H	I
J	K	L	M	N	O	P	Q	R
S	T	U	V	W	X	Y	Z	all

The Maryland State Data Center (SDC) program is a partnership with the U.S. Census Bureau. The Maryland Department of Planning coordinates the SDC program in Maryland. The SDC provides technical assistance and services to State, regional and local governments, the private sector, and general public. Additional localized services are provided by [statewide affiliate network](#)

www.mdp.state.md.us/msdc

2010 Census Coming



1. [Base Relocation and Closure \(BRAC\) Report - December 2006](#)
2. [Elderly Migration Task Force Report 2006](#)
3. [MSDC Power Point Presentations](#)
4. [MSDC Affiliate Meeting on April 4, 2007](#)

County Specific Data

Allegany

What's New?

- [1989-2007 Household Median & Mean Income Estimate for Maryland's Jurisdictions](#)

[Service Zip Code Maps](#)

[Total Jobs And Income Data for Maryland's Jurisdictions](#)

[Estimates by Age, Race and Gender for Maryland](#)

- [2007 Wage & Salary Jobs by Place of Work](#)
- [State Quarterly Personal Income Through The 4th Quarter of 2007](#)
- [2007 Population Estimates for Maryland's Jurisdictions](#)
- [2007 Population Estimates for Maryland and All States](#)
- [2008 New Housing Units for Construction Report : April](#)
- [2007 Population Density for States : PDF or Excel](#)
- [2005 Consolidated Federal Funds Reports \(CFFR\) 1983-2005](#)
- [2006 State and Local Government Employees per 10,000 Population](#)
- [2007 Demographic and Socio-Economic Outlook](#)
- Historical and Projected :

[Population](#) | [Population 16 years old and over](#) | [Labor Force](#) | [Labor Force Participation Rate](#) | [Total Jobs by Place of Work](#) | [Total Personal Income](#) | [Per Capita Personal Income](#)

- [2006 Annual Jobs and Personal Income for all States and Regions in U.S.](#)
- [2007 Economic Census Coming in December](#)

2010 Census Less Than Two Years Away But Who's Counting?

